



# momentum

A SUNWAY ALUMNI NEWSLETTER  
January 2010

**MY BEST MEMORIES** *Some of our Sun-U personalities share their treasured moments*

*spotlight on alumni:*  
**NOTHING** *fishy*

*feature*  
**Sun-U:**  
**The Past, Present & FUTURE**





There is just one major reason that makes my work meaningful, and that is - you've guessed it - my students. Nothing is more rewarding than seeing them make a success of their studies, graduate and then meeting and hearing from our alumni about what they continue to make of their lives, as the responsible purposeful adults they have become. Life has thrown a different set of challenges to you and that same energy and drive that nourished you as students, is now relentlessly re-focused on your work and building your career.

Welcome to the first issue of "Momentum".

In this issue and I'm sure in the coming ones too, we will read about a number of our successful alumni making a significant contribution in their chosen field. I hope you will feel encouraged by this to participate in our alumni activities, maintain links with your peers and the university college and even share your achievements with us. We look forward to hearing from you.

A recent development in Sunway is the establishment of the Jeffrey Cheah Foundation which supercedes the Sunway Education Trust Fund, a self-perpetuating entity that has donated more than RM50 million in scholarships since 1997 to this day. The Foundation continues the role of providing scholarships to students who have a dream and negates the financial constraints that would cut short their pursuit of an education to realize that dream.

As one who has run the gauntlet of education and seen its benefits, you would be interested to know that the launch of the Jeffrey Cheah Foundation will be in February this year. The Foundation's merits are the core beliefs of our Chancellor, Tan Sri Dato' Sri Dr. Jeffrey Cheah. Jagadesan, our recent community scholar who earned a first class degree in IT, is the first in his family to graduate and is a high achiever, despite losing his father when he was 11 and having a mother who is a cancer patient. His is a story that is symbolic of our Chancellor's deeply held belief that education improves lives.

Each one of you has unique ties to our institution and has the power to inspire a future generation. Young people need role models and social support. I hope this newsletter will re-kindle your interest towards your alma mater and keep up the momentum of friendship and life.

Here's wishing you a great start to 2010.

## Why momentum?

Momentum is the energy that keeps us in motion and allows us to continually move in a specific direction. Naming this magazine Momentum symbolizes us taking what we have learned from the past and using that as a force to drive us forward. As Alumni of Sun-U, we hope that you have been able to use the knowledge gained here to propel you to success. It is our sincere wish that Momentum will provide you with much inspiration and enrichment. We encourage you to contribute your articles, time, and knowledge to keep the momentum going.

Contact us:

Email: [alumnioffice@sunway.edu.my](mailto:alumnioffice@sunway.edu.my)

Web: <http://alumni.sunway.edu.my>

Facebook: The OFFICIAL Sunway Alumni Community

# momentumpoints

*A message by Professor Robert Bignall, Vice-Chancellor, Sunway University College*



Greetings from Sunway University College!

Our Alumni Office is to be congratulated on its launch of the Momentum newsletter, which will strengthen the support that is provided to our valued alumni. We know that you like to keep in touch with good friends made during your student days and keep up to date with new developments at Sunway University College.

Many exciting new projects are planned for the next few years. Since becoming a University College, Sunway has been busy developing its own courses and curriculum and expanding its range of offerings. At the same time demand for places has grown strongly; the number of students coming to Sunway has increased

by more than 3,000 since we became a University College. New courses are planned and there will be at least one new academic School established.

This growth has made it necessary for us to embark on an extensive building programme. A new building that includes nineteen extra classrooms has just been completed and there are many other projects in the pipeline, including a purpose-built Postgraduate Centre with state-of-the-art teaching and learning facilities. This will become a venue for a range of exciting new postgraduate programmes. We will keep you posted on these!

The Department of Art and Design will move into a new building in 2012. Next year, work will start on an underground car park that will accommodate around 1,200 cars. Once that project has been completed, the existing above-ground car park will become the site for a new twelve-story academic block. All of these and other new developments planned for the next five years will double the capacity of the campus.

This newsletter will keep you posted not just on alumni events and social activities, but also on progress with the new developments and new courses that are planned.

One example of an important new development that will have a big impact on our future is the establishment of the Jeffrey Cheah Foundation, which is the subject of one of the articles appearing in this first issue of Momentum.

Of course, it is important to recognise that to be successful, and to sustain that success, a newsletter needs to be supported by its readers. Staying in touch is a two-way process. So do please take the time to email in some contributions to future issues of Momentum and make your voice heard. Your fellow alumni will be very happy to hear from you and learn what you have been doing since you graduated.

# Sun-U.

## The Past, Present & FUTURE

Sunway opened its doors in 1987 at a time when Malaysia was dragging itself out of a bad recession. The struggling college set a target for an intake of 500 students, but only 200 students enrolled initially in a small premise at Petaling Jaya State.

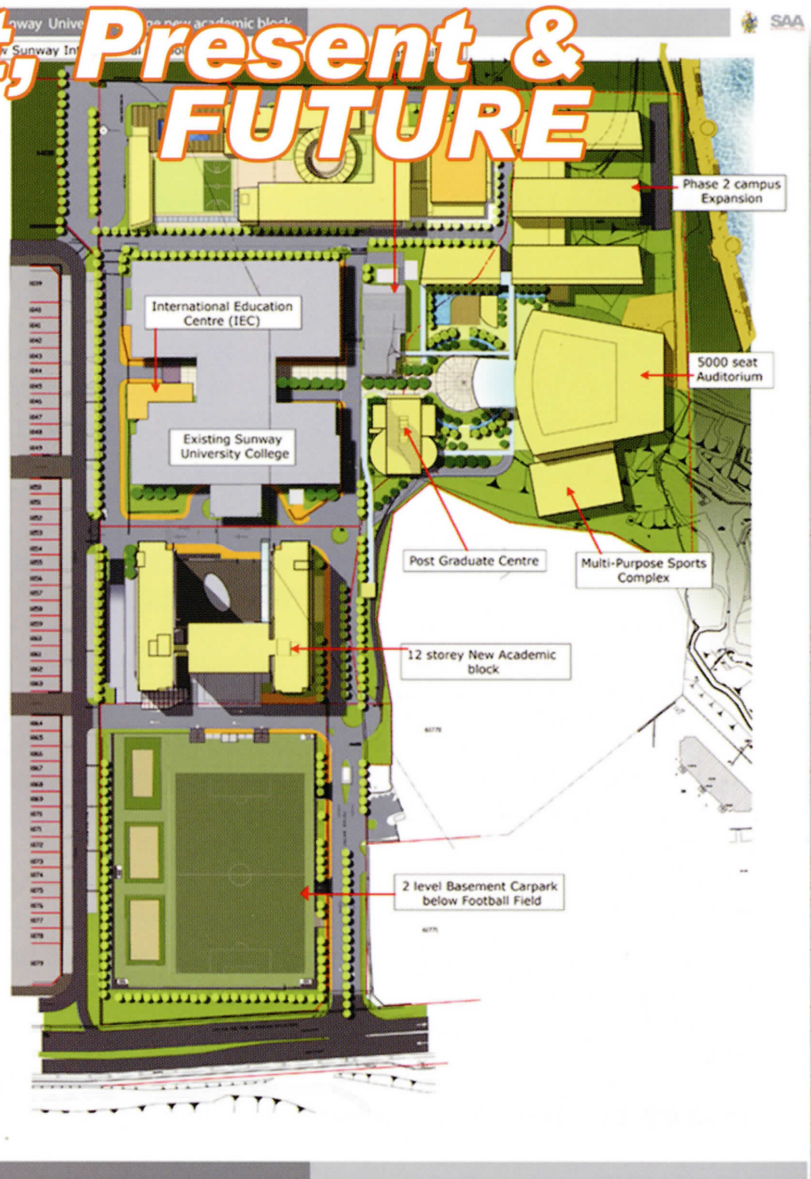
Even before the institution was opened, talks had commenced with universities in Australia, the U.S. as well as the United Kingdom to discuss the possibility of twinning programmes.

At first the foreign universities couldn't see how twinning could work, but finally they were convinced. They checked Sunway's credibility and the first twinning programmes were started in 1987. The pioneering twinning courses at Sunway paved the way for other private institutions of higher education to start their own twinning programmes.

The painstaking work of setting the ground work paid off and Sunway soon saw more students enrolling until it outgrew its premises and moved to its present site in Bandar Sunway.

The 22-acre campus in the township of Sunway Integrated Resort City which offered the best in academic, sporting and accommodation facilities costing RM120 million, was opened in 1993 by Malaysia's former Prime Minister, YAB Tun Dr. Mahathir bin Mohamad.

Since then, this institution has achieved many milestones, partly due to the Sunway Education Trust Fund which has contributed funds to the development of the campus throughout the years. One of our



points of pride is the Tun Hussein Onn Library, which is one of the first libraries within a private education institution to receive the ISO certification. Sunway has also established branches in Ipoh, Johor Bahru and Kuching.

More significantly, Sunway was conferred University College status by the Ministry of Higher Education in 2004. In the years following, Sunway (now fondly called Sun-U) has worked hard to develop its very own degrees in affiliation with Lancaster University, one of the top universities in the UK. Currently, Sun-U offers both diploma and degree programmes in various fields of studies.

In addition, the Sunway campus now also houses the Sunway International School, the first international school in Malaysia to adopt the Canadian Ontario high school system. In the plans is



a standalone complex which supports both primary and secondary education. This then provides the opportunity for an education at Sunway to begin much earlier in a child's life!

At present, the Sun-U student population is made up of more than 70 different nationalities from around the world and there are over 9,300 students on campus. In addition to undergraduate degrees, Sun-U now offers various postgraduate programmes as well. To meet the demands of the ever-increasing student population, major expansion plans have been put in place.

Among the highlights are:

***The Postgraduate Centre (completion June 2011)***

As the institution's vision is to be the "Harvard of the East" and to provide world class learning experiences, plans are also in place to construct a Postgraduate Centre a la Harvard concept. The Postgraduate Centre hopes to be the focus point for Harvard Alumni to conduct their conferences, programs and events. This centre will consist of a 150-seat lecture theatre and 2 auditoriums for 80 people in a tiered semi-circle seating formation. There is also a landscaped breakout courtyard, pre-function areas, discussion and lecture rooms.

***The 12-storey New Academic Block with a 2-level Basement Car Park (completion end 2013)***

One of the foremost driving forces for Sunway University College to expand is its goal of substantially increasing the scope and strength of its undergraduate programmes. This is also timely as Sun-U is hoping to achieve the full-pledged "University" status in 2010. Adhering to the government's call for more environmentally-friendly buildings, the 12-storey academic block and multi-level basement car park is going for the Green Mark Singapore and Green Building Index (GBI) Certification. The environmentally-friendly design and concept in construction incorporates energy and water efficiency. It also includes innovation for good natural lighting and ventilation systems for a sustainable green environment.

***The 5,000 Seat Auditorium (completion mid-2014)***

Ambitious plans of Sun-U's distinguished founder, Tan Sri Dato' Sri Dr. Jeffrey Cheah, also calls for the construction of a 5,000-seat prestigious auditorium equipped with premier state-of-the-art facilities and

AVA system. This auditorium will be one of the most outstanding in Malaysia to host graduation ceremonies and world class events as well as symposiums.

With these expansions in place, Sun-U is preparing itself to welcome a new generation of students, hopefully including your children in the future. All of us here at Sun-U look forward to the completion of the new campus additions with much hope and anticipation. We trust that you, the alumni, feel the same.

*Adapted from Blaze and [www.sunway.edu.my](http://www.sunway.edu.my)*



# NOTHING *fishy*



Success did not come instantly to local entrepreneur, George Ang, whose company today owns more than 35 restaurants in Malaysia, Singapore and Thailand.

Boasting an annual turnover exceeding RM75 million, Revenue Valley Sdn Bhd is a holding company that owns some of the popular casual dining restaurants in Malaysia like The Manhattan FISH MARKET, Tony Roma's, London Fish Tales and TOKYO.g.

The 37-year-old from Melaka is both Group Managing Director and co-founder of Revenue Valley Sdn Bhd, who struck it big in the F&B industry despite not being a cook himself.

In fact, it takes a lot of sweat and hard work, and some inspiration, to make it to where he is today. His first exposure in the F&B industry began when he was merely seventeen, and still studying at the old Sunway College building located at PJ New Town, where he had worked as a part-time delivery boy for Pizza Hut while studying.

"It was then that my passion developed in the F&B industry," he told an audience of about 100 students and staff of Sunway recently, where he spoke as a Distinguished Entrepreneur Speaker.

"While studying in Australia, I was also working at several established restaurants to partially fund my own educa-

tion," he said. "I have worked as a cook, a kitchen hand, a waiter and even a dishwasher. Therefore, I am not ashamed even today, if you happen to visit one of the restaurants under my care, you may just be lucky enough to have me, the waiter, serving you!"

## *On being an Entrepreneur*

It took a dream to become an entrepreneur – especially a successful one!

"I always dreamt of becoming an entrepreneur (although not necessarily in the food business) and for the first seven years of my career when I was involved in the corporate banking, I was always reading and exploring what business to get myself into," he recalled. "There are always the ups and downs in being an entrepreneur, but I have always enjoyed the ride and not regretted anything." Ang started his business when he was still a bachelor boy. There were fewer commitments then, and the fear of failing was much lesser.

In retrospect, he admitted: "If you asked me to start all over again today, maybe I may think twice! If I had the opportunity to reverse the clock, I would have chosen to get married earlier, start my business when I was younger and make better plans!"

Having become a successful entrepreneur, Ang encouraged students to be more enterprising. "Seriously, if you are aspiring to be an entrepreneur, you first must enjoy the process, instead of thinking of becoming a millionaire

overnight. To me, it is the process of learning and to pick one self up after falling that is more fun," he said.

His two other close friends, Dr. Jeffrey Goh and Dickson Low, joined him to start the first Manhattan FISH MARKET brand outlet in MidValley Megamall in 2002. Within the span of seven years, the Group has grown by leaps and bounds.

In 2005, his company was nominated for the Golden Bull Award as one of the emerging SMEs; at the same time, he managed to secure the Master Franchise for the popular American casual dining restaurant chain famous for its ribs and steaks called Tony Roma's. In 2008, the Manhattan FISH MARKET was awarded the winner of SMEs Best Brand in Asia Pacific for Western Seafood category.

His motto has always been: "Failure is a step closer to success; therefore, never ever give up at the first sign of failure! If you have that attitude, you will somehow succeed."

The former old boy of Gajah Berang Secondary School Melaka does not forget his roots, especially people who have made strong impressions in his teenage years.

### *His time at Sunway*

"You always remember the people who made an impact on your life." He attributes whatever knowledge he now has in Accounting to one accounting lecturer, Mrs Lim, whom he describes as being "very strict." Other names like First Year Economics lecturer, Ms Wong and English Literature lecturer, Ms Siva, still stick on his mind until today. In fact, he still remembers a famous line from his Mathematics teacher, Mr. Manaf, who used to say that, 'life can be much more interesting than just Mathematics!'

After spending two years at the then Sunway College, Ang left for Perth to pursue his Second and Third Year undergrad studies and finally graduated with a Bachelor of Commerce (majoring in Finance & Accounting) in 1993.

When he first joined the then Sunway College in 1990 to do his TEE (now known as Australian Matriculation), he was a young man hailing from Melaka. "It was a huge learning curve for me. My first impressions were that people seemed more complicated, well-to-do, and showy," he said.

Gradually, he began to love student life. His favourite hang out was at the snooker centre across the old



Sunway College building in PJ New Town. "There were quite a lot of distractions to our studies, compared to the campus at Sunway Integrated Resort City that we have today. Almost every weekend we would end up going to DV8, a disco near the college for dance and drinks."

### *Swimming Ahead*

The Manhattan FISH MARKET brand is gaining popularity. Recently, another outlet was set up in Jeddah in Saudi Arabia.

With the aggressive growth, Ang expects Revenue Valley Sdn Bhd to hit a turnover of RM100 million for the financial year ending 2009. The company currently owns 100% of MFM Restaurants Sdn Bhd which operates The Manhattan FISH MARKET restaurants in Malaysia. It also owns 100% of MFM Restaurants Pte Ltd, which operates The Manhattan FISH MARKET restaurants in Singapore, besides owning 50% of MFM Restaurants (Thailand) Co. Ltd which operates The Manhattan FISH MARKET restaurants in Thailand.



In 2005, the company set up Grandpolitan Sdn Bhd (with 100% equity) to operate the Master Franchise of Tony Roma's in Malaysia. Revenue Valley also owns 51% share of Sushi Groove Sdn Bhd which operates TOKYO.g restaurants in Malaysia.

"I hope to continue building great retail brands, which again may not be necessarily in the food business. Despite an accounting background, I enjoy reading Marketing books more than any other literature, and recently, I had a rare opportunity to meet Mr Philip Kotler, the Father of Modern Marketing himself!" As far as Ang is concerned, he is prepared to face any challenges in bringing his business to new frontiers.

*We wish George all the best!*

*From Blaze Issue 10*

# My Best M



**Jeyanthi Thavy Sanmugam aka Mrs. Thiru or Ms Jey**  
*Senior Lecturer, A-Levels*

My life in Sunway University College has always been a wonderful experience full of cherished memories that I can never forget. Many students have passed thru my classroom whose names might have eluded me with the passage of time but faces and their uniqueness will never be forgotten, especially my July 06 batch organizing the "Faque Paarty" where all the crazy but fun-loving students wore different colored wigs for the event. I am glad that in some minute way I was able to help achieve their dreams and mould them to find their niche in this world.



**Hashim Abu Bakar**  
*Officer – Administration, Registry*

I have worked in Sun-U since 1984, and a special memory for me was the opportunity to represent Sunway College in the Merdeka Parade in 2003. The theme was "KeranaMu Malaysia" and it was held in Dataran Merdeka. I was part of the Sunway Group float, but it was memorable for me because I was the only one chosen from Sunway College for this occasion.



**Lee Lian Toh**  
*Senior Lecturer, MUFY*

I remember one student who was failing in the first semester and he came to ask if he should drop my subject. Upon further probing, I discovered that he wasn't doing well because he wasn't studying, and not because he didn't understand the material. I advised him that I would guide him if he was willing to work hard. He decided to continue with my subject and worked hard. In the end, he managed to obtain good results. He then brought his parents to thank me, and even his brother registered in the program! I was glad to have made a difference in his life.



**Helen Khoo**  
*Manager, International Education Centre*

The best memories I have in Sun-U would be my students and of course my colleagues. With each student's life there is always a different story to cherish. I am glad that we have stayed in touch over the years. It is those "eager-to-learn" faces that "floods" over me now as I reminisce, some of them from their blossoming years to meeting their Mr. or Miss Right to producing "arrows in their quivers". Then there are those who have progressed from their Pre-U's to Phd's today. They do drop by after all these years just to say "Hello". Their emails, MSN messages and Facebook updates are so "heart warming" to me. I also have the pleasure to meet up with and have our students come back and be our colleagues working in different departments in Sun-U or in our Sunway Group of Companies. I have also seen colleagues who came in young and eager to work, those who got married and also have their little "darlings". They have been helpful and wonderful companions not just for "impromptu rendezvous" (Lunches and Teas) but also in my daily work. It has truly been a privilege for me to be a part of all these rich and wonderful experiences.

# Memories...



**See Pit Lin**

*Senior Lecturer, A-Levels*

When I first started teaching in Sun-U, I met a student named Lee Lee Ping. She liked to drop by my office to chat with me. At the end of that year, I organized a trip to both Langkawi Island and Penang for 5 days. About 20 students went for the trip and Lee Ping was one of them. After the trip, my students went to different places, some went overseas and some stayed back in Kuala Lumpur, to pursue their degree. Lee Ping pursued her Diploma of Interior Design course in a local institution. We continued to keep in touch with each other and became good friends. A few years later, she got her degree and began working as an interior designer. We still keep in touch with each other to this day. We have known each other for 14 years! Every year without fail on my birthday, she would send me an SMS to wish me "Happy Birthday". It is not easy to maintain such long relationship with someone and I feel privileged and blessed to know someone like her.



**Lee Siok Ping**

*Director, Student Services Department*

I remember Suseela Vellasami vividly, one of the recipients of the Sunway University College Community Scholarship. Suseela was brought to Rumah Keluarga Kami, a children's home in Kajang, at the age of nine. Her guardians at the welfare home have been the anchors of her life.

When she first started at Sun-U, she was given special attention by my colleagues, the Counselling team at Student Services Department who helped her in dealing with her personal development. In 2005, she successfully completed her Diploma in Computer Studies. I recall Suseela telling me how she was given 'HOPE' once again to look forward to her future. She shared her heart's desire to inspire others like her at the welfare home to study hard, and it gives me much joy that she is paying forward the blessings that have been given to her. This reminds me of a meaningful song "Pass it on" which goes like this... "It only takes a spark to get the fire going... once you've experienced it, you spread the love to everyone."



**Diana Ann Kavita Thavarajah**

*Lecturer, AUSMAT*

I did AUSMAT back in the year 2000. It was truly a memorable year for me as I had a great time here in Sun-U. My reason is the dedicated lecturers I had which made learning fun and interesting. AUSMAT was the start of my journey towards achieving my degree and subsequently my Masters in the field of science. It was here I learnt that hard work has its rewards in life. Now nine years later, I am back again in Sunway but this time, I am teaching the subjects that I'm passionate about in the same course where my journey started and made me the person I am today. Most interestingly, today I work with lecturers who taught me back in 2000 and I know I am in a team that aims to inspire students to achieve anything in life.

# Recycling

By Benson Wong (VU MBA)

*"The money that we earned was unable to sustain the business."*

*"We appreciate your contribution to the organization so far, unfortunately, due to the financial situation of the company, I'm afraid you've been retrenched."*

What if these scenarios happened to you? How would you view them? For working adults with family commitments, this could be seen as a crisis. However, it could also serve as an opportunity for individuals to look to different horizons. As an example, business at fine dining establishments has dropped dramatically since last October, while on the other hand, "nasi lemak" and small food businesses are increasingly in demand. F&B owners will see this as an opportunity and change their strategies to capture the market. We can see this happening in the launch of many value lunch meals among the fast food players.

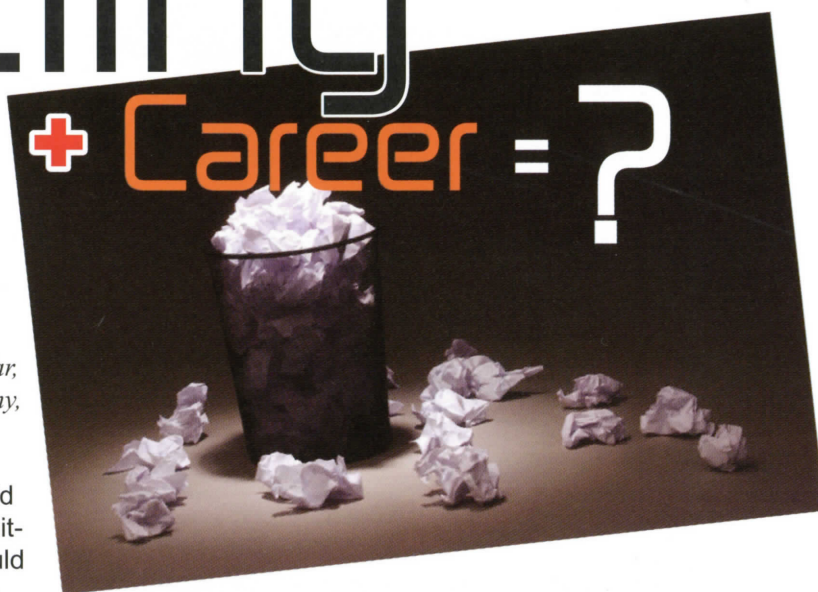
Taking a page from the book of the environmentalists, I believe that the best solution in this economic situation is to follow the 3Rs – Reduce, Reuse and Recycle.

## RECYCLE

Starting off with Recycle -- do you have what it takes to recycle yourself? Do you know how to manage your career as if it will be your last day at work tomorrow? Many things can happen beyond our control. You may get retrenched, not because you're not good, but because your industry is sinking. Therefore we should always be ready to Recycle.

Looking back at my experiences 5 years ago while starting up the VU MBA Club, the challenge was to create value for the members. As the founder of the club, I knew that no one would join the club if there was no added value to their busy MBA studies. The committee and I used the principles that we learned in our classes to implement the strategy in running this non-profit club.

At the same time, I was shifting my career from being a business owner to working in the financial industry. Although the industries were different, the mindset remained the same, which was to focus on the bottom line of profit and loss.



As I compared these two aspects of my life, I noticed the parallels between starting the club and working in the real business world. Thus, I recycled the skills that I learned from the club and implemented them into the conceptual banking sector for creating customer-value propositions.

### VU MBA club (Non-profit)

- Create value for members
- Free parking on campus
- Educational & E-journal benefits
- Merchant Privileges
- Birthday celebrations
- Company visits and seminars

### Banking (Real business world)

- Create customer value proposition for the consumer
- Free parking
- Banking benefits
- Merchant & Retail privileges
- Birthday reminders and gifts
- Investment events, operas & concerts

## REUSE

Moving on to the next R which is to Reuse. Do you have the right skill sets to reuse? Reusing skill sets requires focus, creativity, sensitivity and common sense. A positive attitude of learning and sharing will also help you in reusing your skills.

I started at ground level in the consumer banking industry as a mortgage staff. I have learned from the senior manager, the head of mortgage, colleagues, lawyers, developers, experienced investors, property investor gurus, mortgage brokers and from customers. Year by year, as I got more involved in the day-to-day dealings of mortgages, I realized that many people were clueless about this area, especially with the jargon used by bankers. Therefore, my colleague and I decided to take our skills from the workplace and Reuse them by producing a book called "Refinancing Now" which explains this topic in layman's terms.



you. If anything ever happens to your current job, the contact person might be able to assist you in changing careers because you would have been networking for a period of time. This will Reduce the time of your unemployment.

I hope these 3 Rs will help each of you in some way.

To provide feedback, kindly drop a line to [alumnioffice@sunway.edu.my](mailto:alumnioffice@sunway.edu.my), or directly to the author at [write\\_to\\_benson@yahoo.com](mailto:write_to_benson@yahoo.com)

This is only one example to demonstrate the method of Reusing knowledge that I previously learned. Considering our volatile economy today, no one can predict when it will recover. What if it recovers in several months? Would you have the knowledge and skills ready to be Reused?

One option that I personally recommend is to obtain an MBA, which is good for executives, young managers, and aspiring leaders who are thinking of improving their skills to become more dynamic. For me, the MBA has made me proactively Recycle myself and Reuse my skills many times, whether the endeavour is successful or not.

## REDUCE

To me, Reduce refers to minimizing the time it takes to obtain a new job in the event of a layoff or retrenchment. How can one reduce the amount of time needed?

To Reduce, is your curriculum vitae always ready? Do you have a strong network? Have you developed networking skills? Are you social networking-savvy? Do you have headhunters as Facebook friends?

To maximize the Reduce option, are you aware of a useful technique known as the Informative Interview? Informative interviews are one of the most under-utilized aspects of a job search, yet very powerful. It is more like a research interview. You'll obtain first-hand information about an industry or an organization, and you may get personalized feedback on your skills and experience from your contact person in the organization. Once you've befriended the contact person, he/she becomes a valuable link for





# GRADUATION CEREMONY 2009

The Sunway University College Graduation Ceremony 2009, held at Sunway Resort Hotel and Spa recently, saw recipients being conferred their degrees and granted their diplomas by its Chancellor, Tan Sri Dato' Seri Dr Jeffrey Cheah, AO.

This year, there were 381 graduates and diplomates from which 86 were Business, Computing and Psychology graduates of the joint honours degree programmes developed by Sunway University College and validated by Lancaster University since 2006. Among the 86 were 33 graduates who earned a first class honours degree. Professor Paul Wellings, Vice-Chancellor of Lancaster University, was present to confer the Lancaster University scrolls to the proud graduates.

Professor Wellings said "I am delighted to be here in Malaysia to celebrate the results of the Lancaster/Sunway partnership. I am particularly pleased that 80% of the cohort have received a higher second or first class degree. These results are a real tribute to the quality of the students and the hard work that they have put in and give the students a real advantage in realizing their future ambitions".

The ceremony also witnessed six community scholars receiving their scrolls under the Tun Omar Ong Yoke Lin Community Scholarship, a scholarship programme for the financially disadvantaged. This scholarship is funded by the Sunway Education Trust which was recently converted to the Jeffrey Cheah Foundation. One of the community scholars is Azerena Nediba A/P Zainal Abidin, who is of orang asli parentage. She received a Diploma in Hospitality and Tourism Management. Another community scholar who performed well is Jagadesan A/L Chandra Mohan who graduated with a First Class B.Sc (Hons) Information Technology and is the first in his family to graduate with a degree.

Jagadesan who hopes to help others like him said "I'm grateful to the lecturers who have been very helpful to me as well as Malaysian Care and Sunway University College. Without them, I would not have been able to achieve this".

*Article by Jacqueline M. Lim, PR Department*



# The JEFFREY CHEAH foundation

The Sunway Education Trust Fund was set up in 1997 and has since been managing the administration of designated proceeds from Sunway University College and Monash University Sunway Campus.

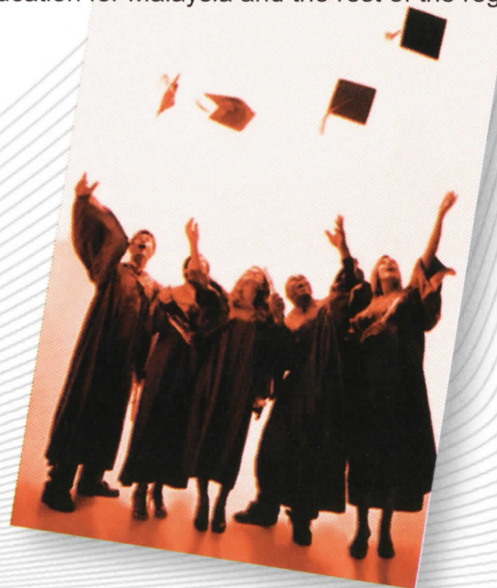
All profits from Sunway University College and 70% of Monash University Sunway Campus are contributed back into the Trust Fund. Unlike publicly listed companies, none of these revenues nor profits need to be distributed to shareholders, and hence can be completely reinvested for the sole purpose of improving and promoting the cause of education.

These funds are deployed solely for the benefit of students be it through reinvestment into the institutions to expand and upgrade facilities, enhance research capabilities, or most notably, fund scholarships to deserving Malaysian students. To-date, it has awarded RM50 million in scholarships to thousands of deserving students in all fields of study.

In November 2009, The Sunway Education Trust Fund was converted into the Jeffrey Cheah Foundation, where the ownership and equity rights of four of its learning institutions will be officially and legally transferred to the Foundation for its future safe

governance by a highly respected board of trustees. The official launch of the Foundation is set for February of this year.

The Foundation, modelled after the Harvard Foundation, hopes to be a fund for all Malaysians to be proud of, one that will put Malaysia on the map as the first country in South East Asia to champion education in the region. Sunway believes that through this fund, it will be able to attract other willing individuals or corporations from around the world to support the Foundation in building a sustainable future through education for Malaysia and the rest of the region.



# the network page

Get to know your fellow alumni! This Network Page gives you the chance to share an update about yourself or your business, and also the opportunity to develop networks for future collaboration!



## Brian Lee Kah Lit

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Bachelor of Business Administration  
in Marketing and International Trade,  
Victoria University & VU MBA

Mitosis Sdn Bhd is a Mobile Consultant Firm where we assist companies to develop more effective marketing and advertising strategies. Some of our customers are Digi, Honda, Chevrolet, Intel, MAS, and others. As Marketing Director, I oversee the marketing strategies of the company and aim to change the world of advertising to new mobile and interactive advertising strategies. We hope to move from the traditional methods of billboards, banners and newspapers, to mobile marketing methods such as Bluetooth where we are able to monitor our clients' return of investment, number of reach, and many more.



## Michael Chuah

Film Producer/Director  
[info@evopictures.com](mailto:info@evopictures.com)

A-Levels

Our company specializes in movie production and distribution. We produced "Seed of Darkness" in the year 2006, which was the first Malaysian Chinese movie to be picked up by a Hollywood Studio, Columbia TriStar. We are now working on an action movie that is financed by Singapore and China, Fist of Dragon, which will be released in cinemas worldwide in 2010. Our main aim is to continue to produce more high quality contents for the Asian entertainment industry in the years to come.

Our coming movie, Fist of Dragon, also has a fanpage set up at <http://www.facebook.com/fist.of.dragon>



## Hanniz Efni

Party Planner  
[bestevents88@gmail.com](mailto:bestevents88@gmail.com)

ABE Advanced Diploma

Anyone can plan a celebration. But what is a celebration without an element of surprise? Whether it be your birthday, your wedding

or anniversary or a getaway weekend, BEST EVENTS creates an experience that you'll never forget! We'll create a party which focuses on what you want. We'll help you source for a suitable venue, put up the decor, arrange the activities and entertainment, and recommend door gifts. With our themed parties, your guests will enjoy playing dress up and feeling as if they were in a totally different world altogether! BEST EVENTS - Simply partylicious!

**Qx Lee**

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[qx.lee@oeko-furniture.com](mailto:qx.lee@oeko-furniture.com)

American Degree Transfer Program

**OEKO FURNITURE – The Green Behavior Furniture:** The company

understands the effects of global warming and commits to taking better care of the earth. Today, OEKO (pronounced as “eco”) is proud to provide choices to people who share our vision. A collection of Nursery and Kids furniture for the eco-minded soul: thoughtfully designed, artfully manufactured, and consciously developed to let you care for the earth with a great sense of style. Green Behavior Furniture is beautiful by design, and eco-friendly through manufacturing processes and material selection.

**Rodney Toh**

Senior Business Development Manager, MPH  
[rodneytoh@gmail.com](mailto:rodneytoh@gmail.com)

VU MBA

My current portfolio includes the relaunching of the MPH's webstore ([www.mphonline.com](http://www.mphonline.com)),

and integrating it with social media (including blogs, Facebook pages, Twitter, YouTube, and Picasa). In addition to that the project involves expanding the database of books from 200,000 to 1 million titles and venturing into selling e-books and e-readers. We expect to begin selling more than 100,000 e-book titles by early next year.

**Benson Wong**

Author  
[write\\_to\\_benson@yahoo.com](mailto:write_to_benson@yahoo.com)

VU MBA@Sun-U

Benson co-authored MBA Diary, MBA Edge, Refinancing Now and Pembiayaan Semula. With his portfolio ranging from business to non-profit

organizations, he would like to promote MBA studies. He will continue to support educational charities and write better quality books with industrial experts. Benson aspires to contribute towards healthcare reforms and green technology.

**Ija Mohan**

Co-Owner, My Spicy Corner Restaurant  
[ijamohan@gmail.com](mailto:ijamohan@gmail.com)

American Degree Transfer Program

Since 2007, I have been actively involved in the Malaysian Restaurant Industry. I joined my family business, and undertook all administrative & marketing roles for the company. I introduced web-related services to the company and orchestrated the roll out of Malaysia's 1st Banana Leaf Rice Delivery service. We also incorporated the use of eco-friendly packaging for the company's food delivery service, making My Spicy Corner the first indian restaurant to do so in the industry. Future plans for the company include leveraging off of social media to establish a larger online footprint, as well as venturing into new and innovative food related businesses.

If you would like to be featured on the Network Page, please drop us a note at [alumnioffice@sunway.edu.my](mailto:alumnioffice@sunway.edu.my)

# shoutout!

A word of thanks to all Alumni who contributed to Sun-U in 2009!

## 1Malaysia Entrepreneurship Month

The Sunway Alumni Office is proud to note that this event brought back to campus the highest number of alumni to share their expertise notably, Xandria Ooi (CIMP), Benson Wong (VUMBA), Sarena Cheah (TEE), Kid Chan (CIMP) and George Ang (TEE).



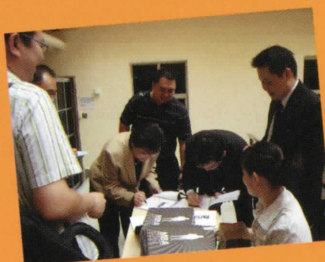
## Entrepreneur Exchange Nite

Held as part of the 1Malaysia Entrepreneurship Month, Vishen Lakhiani, founder of MindValley, came to speak to the Alumni. The evening ended off with a speed networking session.



## MBA Edge Launch

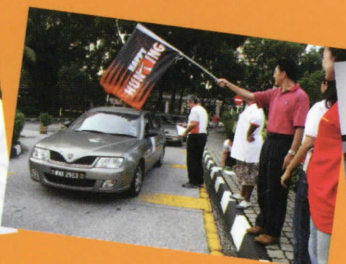
Four Sunway Alumni (VUMBA) launched their new book – MBA Edge – at Sun-U on September 18th. The authors are Benson Wong, Rodney Toh, Lenny Chiah and Steven Shim.



**Generation Green** An event to raise the awareness of students, staff and alumni on environmental issues. Initiated by Hanniz Efni (ABE).

## Treasure Hunt

As part of Sun-U's 20th anniversary celebrations, a fun and exciting Treasure Hunt was organized for Alumni, staff and students to participate in. An alumni couple, Cheok Wye Leong and Elaine Cheong (WMU), emerged as champion!



## upcoming...

**Valentine's Day contest** In February, we will hold a Valentine's Day contest on our Facebook page. Share with us your Sun-U love story! Husband and wife MUST have met at Sun-U. A romantic dinner is up for grabs!

**Alumni Awards** This year, we will recognize Alumni who have made significant contributions in their field of work or in the community. Keep your eyes and ears open for the Call for Nominations! You may nominate a fellow alumni or yourself.